



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Thomas P. Ivanyi  
Assignee: Unassigned  
Title: SYSTEM AND METHOD FOR MEASURING AND STORING  
INFORMATION PERTAINING TO TELEVISION VIEWER OR  
USER BEHAVIOR  
Serial No.: 09/944,348 Filing Date: 8/31/01  
Examiner: Unknown Group Art Unit: Unknown  
Docket No.: 03183706 Customer No. 26565

Palo Alto, California  
November 5, 2003

MAILING BY EXPRESS MAIL

Express Mail Label No. ER 510285840 US

This correspondence is being deposited with the United States Postal Service, using the "Express Mail Post Office to Addressee" service, addressed to Mail Stop Non-Fee Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 and mailed on the below Date of Mailing with the above "Express Mail" label number.

  
Alexa Liu

11/5/03  
Date of Mailing

Mail Stop Non-Fee Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

PRELIMINARY AMENDMENT UNDER 37 C.F.R. §1.115

Dear Sir:

Please preliminarily amend the above-identified application as follows. No first Office Action has been received by the Applicant in this application.

11/07/2003 SDENBOB1 00000053 09944348

01 FC:2202  
02 FC:2201

486.00 OP  
215.00 OP

MAYER, BROWN, ROWE & MAW LLP  
P.O. BOX 2828  
CHICAGO, IL 60690-2828  
650-331-2000 (PHONE)  
650-331-2060 (FAX)

#44005193v1

## Amendments

### In the Specification

Please replace the paragraph beginning on page 1, line 18 which starts with "Television service can be characterized" with the following amended paragraph:

Television service can be characterized in four ways. The first can be characterized as "cable-ready" television. This service, which is equivalent to the service a viewer received over the airwaves, is a basic, unscrambled, one-way broadcast service. The second is a one-way cable service. This service provides a wider range of service than is available over the airwaves, but is still one-way, as there is no capability for a signal to be transmitted from the viewers premises back to the broadcast provider. One-way cable television cannot support, for example, interactive services such as pay-per-view. The third type of service can be characterized as an addressable cable service. The cable box provided to a viewer of this service includes an identification chip by which the viewer premises can be uniquely identified by an outside computer. This type of service can support interactive services such as "pay-per-view". Finally, the fourth service includes high speed Internet access with the television signal. This service provides a broadband signal that includes with the television transmission to the viewer an Internet access signal. Thus, a viewer watching a television program can at the same time access the Internet, and have a portion of the viewing display devoted to presenting, for example, a web site. A web site can be accessed by, for example, using an optical scanner to read a bar code in an advertisement.